

U.S.C. §103(a) as being unpatentable over Park in view of U.S. Patent No. 6,060,993 to Cohen.

Turning now to the merits, Applicants' invention is directed to a method and system for distributing promotional information. The inventors of the present application have identified a need for a system which automatically provides targeted promotional information in the way of advertising, coupons, etc. to consumers at a time when work or personal obligations do not otherwise command the consumers' attention. The claimed invention meets this need by providing a method and system for automatically distributing promotional information to occupants of a vehicle based on a geographic position of the vehicle.

Specifically, Applicants' Claims 1 and 29, recite an in-vehicle promotion system that includes a receiver, a controller connected to the receiver, an interior display connected to the controller and configured to be installed in an interior of the vehicle, and that the display displays promotional information based on a position of the vehicle. Similarly, Claims 43 and 60 recite a method of displaying promotions information to a vehicle occupant including displaying on an interior display promotion information based on the vehicle position. Thus, each of Applicants' independent Claims 1, 29, 43, and 60 recite an interior display that *displays promotions information based on vehicle position data*. With this configuration, the operator of the vehicle can view advertising of retailers, restaurants, etc. that are in the vicinity of the vehicle and this display is automatically updated as the vehicle moves.

In contrast, the reference to Park discloses a vehicle information device that displays advertising information based on user input to the system. Specifically, the system of Park receives radio broadcasts of voice and data advertising, as well as GPS information indicating the location of the vehicle associated with the system. The voice advertising broadcast is

monitored by the user who presses the “where” information button 102f when the user would like more detailed information about the retailer advertised in the voice advertisement. Once the “where” button is selected, a processor of the system sends the data advertising to the display to form a text advertising message such as the one shown in Figure 3. In addition, the GPS system is used to provide directions to the retailer or restaurant, etc., that is associated with the advertisement. Thus, the system of Park teaches displaying promotions information based on user input and not based on vehicle position data as claimed in independent Claims 1, 29, 43, and 60.

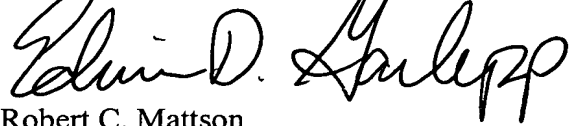
Moreover, the references to Cohen and Malackowski et al do not correct the deficiencies of Park. As explained in the Amendment filed on October 26, 2000, Cohen does not teach or suggest an interior display configured to be mounted to an interior of the vehicle as claimed in Claims 1, 29, 43, and 60. Malackowski et al discloses a system and method for providing information to a car having a wireless communications device. The system allows a caller to obtain advertising information after wireless contact is established from the communications device of the user. Thus, Malackowski et al does not disclose a system for receiving advertising information in a mobile vehicle based on the position of the mobile vehicle. Thus, Claims, 1, 29, 43, and 60 patentably define over the cited references. As independent Claims 1, 29, 43, and 60 patentably define over the cited references as detailed above, dependent claims 3-8 and 10-20, 30-42, 44-57, and 61-64 which depend therefrom respectively also patentably define over the cited references.

Consequently, in view of the present response, no further issues are believed to be outstanding in the present application, and the present application is believed to be in

condition for formal allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

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